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contents

Hotel Design

TRENDS, FASHION & INSPIRATION







THE BASICS



FEATURES

on the cover:
Sofitel Luxembourg Le Grand Ducal

PHOTOS: SOFITEL LUXURY HOTELS

The big picture

Globalization was the buzzword bandied about by designers and suppliers at the recent HOTEC Design conference held last month at the Chateau Elan Winery & Resort in Braselton, Ga. Many of the designers in attendance might not currently be working on projects outside of the U.S. but they recognized the great opportunities available to them in Europe, South America, Asia and the Middle East. They were eager to gain insight into the myriad issues involved in overseas work and hungry for tools to give them a leg up on the competition.

And the issues can be overwhelming and intimidating to the novice: everything from sourcing, foreign standards and business and personal etiquette, to satellite office setup and management, import restrictions, market analysis, regional trends, even design and trademark piracy. How does one market oneself and one's firm? How does one network, make connections, develop new business?

On hand to address these issues with encouragement, guidance and good humor was Lawrence Brill, director of market expansion in the Office of Textiles and Apparel at the U.S. Department of Commerce. He presented an eye-opening, fast-paced and informative overview on global opportunities in the hospitality industry.



Patricia Sheehan
Editor in Chief
psheehan@questex.com

Brill has his fingers on the pulse of emerging and growing development opportunities for hotel design and was happy to help attendees navigate the complexities of everything from the legal aspects of market preparation and business strategies to cultural taboos and regulatory issues and concerns. He's available to share his resources and knowledge with you as well. Contact him at lawrence_brill@ita.doc.gov.

Also, as the hospitality design industry becomes increasingly global in scope, we'll bring you more news and projects from the four corners of the world together with strategies and case studies from designers toiling in the foreign trenches. That said, I want to hear from you. Drop me a note at psheehan@questex.com describing your efforts to expand your firm and develop more international business. What kinds of opportunities and challenges have you faced? What regions of the world have been most accommodating or easiest to work in and which have been the most difficult? What lessons have you learned that you'd be willing to share with the design community?

I look forward to publishing your experiences (the good, the bad, the funny and the sad) in an upcoming issue, or on our recently created blog, which you can view by going to *hoteldesignmagazine.com* and clicking on HotelTalk Blog. It's a small world, afterall.

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Hotel Design mission statement

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A visual feast

During a recent trip to New York to attend the New York University International Hospitality Industry Investment Conference, I was a guest at the city's iconic Jumeirah Essex House.

I had no idea I was in for such a treat. Aside from the superb and meticulous attention to service and detail by the staff, under the management of Scott Dawson, I also had the great fortune of meeting with the hotel's public relations representatives, Andres Castro and Thatcher Brown, who gave me a lovely tour.



Mary Malloy
Associate Publisher
mmalloy@questex.com

Having a background in art history and photography, I took great interest in the gorgeous art exhibit on display in the lobby and corridor. Have you been to the Essex House? Have you seen the art? It's amazing. The curator, Katherine Gass, guided me through the exhibit.

The Essex House has pulled it off beautifully. The collection on display is titled "The Heart of Central Park." It showcases images of Central Park from 1858 to the present and includes reprints of photographs, etchings, paintings, drawings and vintage advertising that date from the hotel's opening in 1931.

Katherine shared with me some exciting news. This past March, the Essex House announced an interactive online photography contest held in collaboration with the website *centralpark.com*. This contest provides shutterbugs an opportunity to submit online their personal photos of Central Park. Website members judge the photos and prizes are awarded to winners.

Our team at Hotel Design is keeping tabs on the evolution of hotel art. Keep an eye out for future features that showcase this important design issue.

For additional information regarding art in hotels—and how to protect your property or your client's property from theft, check out the upcoming August issue of our sister publication, Hotel & Motel Management.





A GRAND EXHIBIT Guests of New York City's Jumeirah Essex House are treated to an artful display of photography in the lobby (top, right) and corridor gallery (bottom, right).



CIRCLE NO. 122

Guestroom technology wows HITEC attendees



Advancements in hotel technology were on display at the annual Hospitality Industry Technology Exposition and Conference, held in Austin, Texas in early June. GUESTROOM 2010 (to be called G2X going forward) is a model hotel room that exhibits emerging technologies.

This year's exhibit featured more than 40 innovations, including a voice recognition alarm clock set by speaking to it instead of punching buttons, a virtual library of best-selling books, a bed without a mattress, a closet that generates electricity, a shower that massages to the beat of one's favorite music and a high-definition art gallery that changes to suit a guest's mood.

Each year, the group that sponsors HITEC, Hospitality Financial and Technology Professionals, conducts a global search for the industry's existing, cutting-edge and future guestroom innovations. A panel of hospitality technology executives selects the technologies to be displayed. Go to *www.guestroom20x.org* for more information about the project and how to submit a technology for the 2009 version.

Best Western embraces green

Best Western has hitched its future to the green bandwagon. The first Best Western hotel to be built to Leadership in Energy and Environmental Design certification recently broke ground in Golden, Colo. The 86-room Best Western Inn and Suites at Dinosaur Ridge is slated for completion in May 2009.

Other Best Western properties are becoming more eco-friendly as well.

- The Best Western Inn Kelowna in British Columbia is heated and cooled with a state-of-the-art geothermal and solar system, with extra energy donated back into the city's power grid.
- The Best Western Tuscan Inn, San Francisco, has been certified as green by the city of San Francisco, with paperless checkouts for guests and rooms cleaned with non-toxic supplies. All minibars feature organic products, such as chocolate bars, health bars and organic chips.



- Housekeepers at the Best Western Fernie (British Columbia) Mountain Lodge use natural light when cleaning guestrooms. The hotel also uses high-efficiency boilers and water heaters.

Calendar of industry events

HD BOUTIQUE
September 17-18
Miami Beach, Fla.
www.hdboutique.com

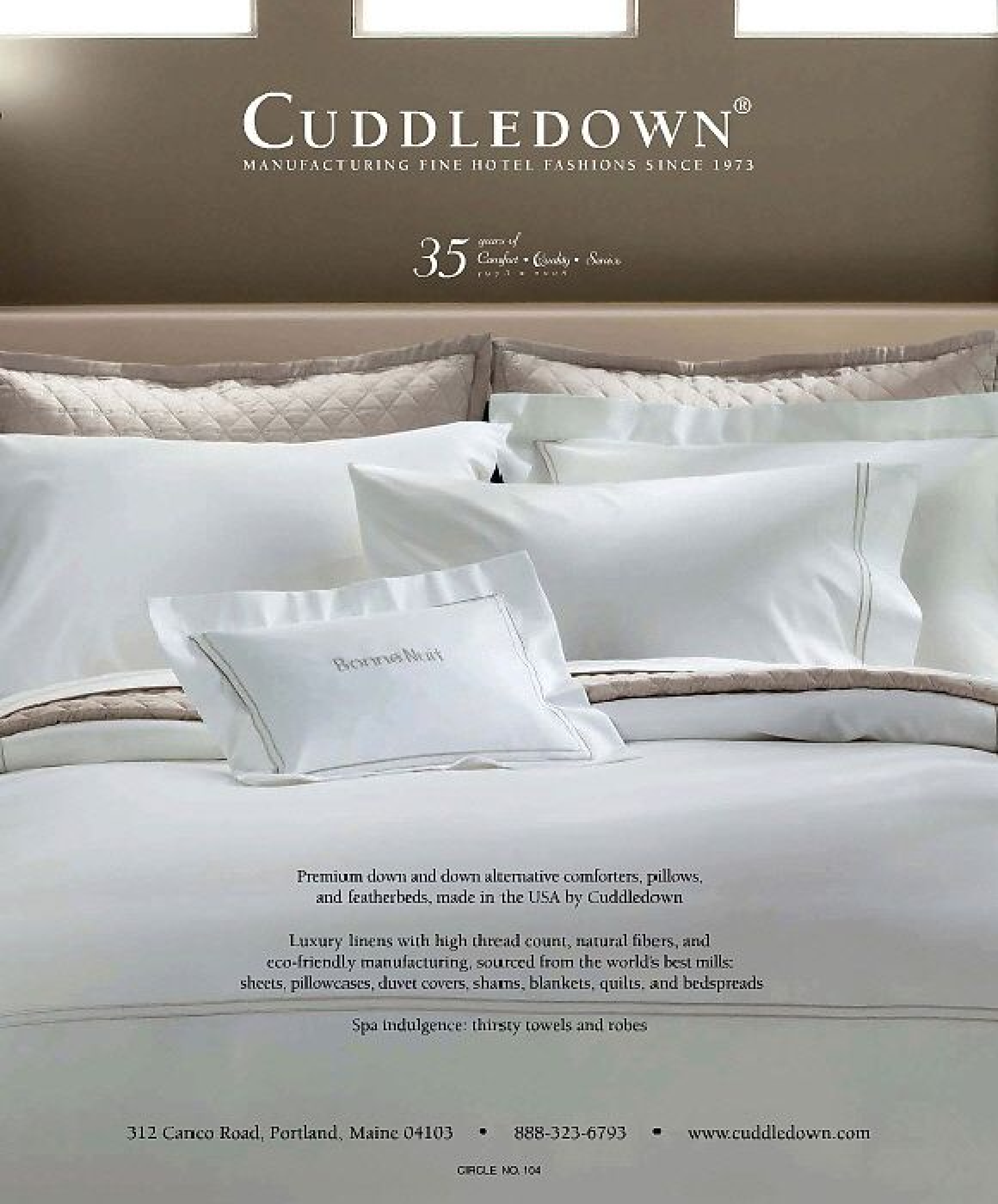
SOUTH FLORIDA NEWH BUBBLE BASH
September 18
Miami Beach, Fla.
www.newh.org

SPATEC NORTH AMERICA
September 25-28
Braselton, Ga.
www.spatecna.com

RUSSIA & CIS HOTEL INVESTMENT CONFERENCE
October 21-22
Moscow
www.russia-cisconference.com

THE SLEEP EVENT EXHIBITION
November 4-5
London
www.thesleepevent.com

INTERNATIONAL HOTEL/MOTEL & RESTAURANT SHOW
November 8-11
New York City
www.ihmrs.com


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CIRCLE NO. 104



VIBRANT VIEW The Sofitel Luxembourg exudes a comfortable aesthetic, meant to enhance its view of the historic architecture of the surrounding city.



Perfect harmony

Sofitel Luxembourg Le Grand Ducal provides modern comfort for this historic city locale

PHOTOGRAPHY / SOFITEL LUXURY HOTELS

The old town of Luxembourg, rife with vintage buildings and streets that date back several centuries, opened its arms to Sofitel Luxury Hotels and the new age of hospitality. Perched above the Petrusse and Alzette valleys, the Sofitel Luxembourg Le Grand Ducal serves as the city's modern centerpiece.

The hotel's designer, Philippe Capron, mixed several concepts into one vision, giving this contemporary Luxembourg hotel a slightly French touch.

"There is always something in each realization that is in perfect harmony with the general environment, an osmosis, like a music note that sounds right in a certain space, where you feel good," Capron says.

The Grand Ducal's view of Luxembourg's historic quarters was the music to Capron's ears and became his inspiration for the hotel's design. This is most apparent in the Top Floor restaurant and Coco Mango Bar, which provide a breathtaking panoramic view of the city.

The restaurant and bar décor contrasts white and colored furniture with black floors and walls. The ceiling is stretched lacquered linen. Capron feels this "puts the stress on the magnificent view." A silver-lined fabric called a moquette subtly reflects the outside light, altering the room's mood throughout the day.

"At night, the intensity of light declines and plays with colors accompanying the 'house and funk' music rhythm," Capron says.

The rest of the interior architecture combines a high level of



MODERN COMFORT The Sofitel's guestrooms are driven by bold palettes and clean lines that provide a contemporary comfort.

comfort with an eye-pleasing aesthetic that is both simple and sophisticated. The 128 rooms and suites have a modern design, with a focus on light and transparency, captured by an open bath and shower area. Some guests can bathe facing a view of the city's landscape.

The lobby is outfitted with white Carrare marble floor, a black slate and sanded-glass reception desk and walls set with a contemporary plastering and black mirrors.

The hotel's Tea Room, located on the first floor, has "beef blood" red carpet and a lacquered ceiling of the same color that combines with black lacquered and gilded cupboards and suspended lights to provide a cozy, Asian atmosphere.

—Chris Crowell



PROJECT SPECS

Project: Sofitel Luxembourg Le Grand Ducal, Luxembourg
Project cost: 45,000,000€
Opened: February 14, 2008
Designer: Philippe Capron
Owner: Fonciere Rocade (SA)
Design Team: Inter art
Architect of Record: Marc Werner

SOURCE LIST BEGINS ON PAGE 78





COMFORTABLE SETTING
The Sofitel's Top Floor restaurant has three private dining rooms that revolve around the city's landscape. The guestrooms (above) are open, with maximum transparency between the living room and bathroom.





Business and pleasure travelers demand luxury in the bath

The successful design of a hotel guestroom bath requires knowing the market and meeting guest expectations. I work primarily on international five-star hotels and resorts where guest expectations, be they at a business or leisure property, are quite high.

When considering the guestroom bath, remember that people travel more today. They have seen and experienced more. They have more knowledge of what is available and realize they have options.

Travelers have become more savvy about design. Bathrooms are very personal spaces. Hotel guests want to feel their routines of preparing for—or unwinding after—a busy day are met with ease and simplicity. Answering the requirements of the hotel guest within the design of the bath and creating for them a real experience assists operators with returns on their sizable investments.



Robert Macaruso
Senior Designer
DiLeonardo International

Business hotels: bath as a refuge

As our world becomes smaller, today's business traveler's expectations of the hotel bath have increased. The days of addressing luxury by adding a rain shower to the standard tub configuration no longer exist. It's size that matters—not the overall size of the bathroom itself, but the size of the shower unit, vanity top and sink.

Business travelers want to return to their room and step into a sizable shower that is sleek in design and simple to operate. A stone bench allows for a spa-like deluge of water from opposing full-body sprays. This additional space can be gained by having only a standard-size tub, which is a requirement for most brands, but very rarely used by the business traveler.

Increasing vanity length from 4 feet to 5 feet increases its value dramatically. This extra space not only allows guests to lay out their sundries and make themselves at home, but it also allows for a larger sink. A larger, streamlined undermount or contemporary porcelain vessel sink provides weary business guests something that is clean, modern and personal, with a "just for me" feel.

There are some other places most designers would prefer to allocate valuable fit-out budget, but if budget allows, specifying a clean-lined water closet continues to support the modern, custom feeling the business traveler appreciates.

Expanding the bath space and creating a dressing area with full-length mirror, wardrobe and built-in dresser drawers gives travelers options for storage, helps keep them organized and allows them





SHOWER THE PEOPLE Business travelers appreciate a sizable shower that is sleek in design and simple to operate, like the one pictured here at the Surrey New York. (Left): A rendering of the spacious, [illegible] bath to open at The Palm Trump International Hotel & Tower, slated to open in Dubai, United Arab Emirates, in 2008.


Highland Cove
JTB



to prepare and hang their suits for the following day. A built-in luggage bench with a leather cushion organizes and provides a convenient "tailor shop" seat for dressing.

Resort baths: size and amenities count

Leisure travelers also have high expectations when it comes to the guestroom bath. Size matters here, too, but these customers expect a large overall space with a high level of quality and luxury. The size of the resort bath can be equal to or even larger than the sleeping area of the room. Vacationers spend little time in their rooms and more time touring and dining. However, after an active day, they look forward to returning to their rooms and relaxing in their personal spas. A fully-armed shower, ready to offer a gentle rain from above or total body wash from all directions, is a must. A large soaking tub is the feature of the resort bath, and all other amenities are built to support it. Built-in dressing tables, large wardrobes and full-length mirrors appoint larger, more residential dressing areas.

In both business and leisure hospitality, bathrooms can be the focus of the guest experience in certain markets. Innovation and creative problem solving are required to meet expectations. For example, the effort to add more natural light to the space continues, with opaque glass, clear glass — even no glass at all. Hair dryers are hidden away in drawers. Lit shaving mirrors double as nightlights. Clean lines are maintained by having TVs that are embedded in the vanity mirror. Plumbing fixtures should be easy to use, yet modern. Flexibility in lighting is key: It must be adequate for grooming tasks, yet soft and moody for relaxation.

The hotel guest will continue to challenge designers in all requirements of the guestroom. Continuing to respond with well-thought-out solutions that are innovative yet simple, with attention to detail, is both the response to the challenge and the reward.

Robert Macaruso is a senior designer with DiLeonardo International. His projects have included Jumeirah Beach Residences, Dubai, United Arab Emirates; Ritz-Carlton Club, Miami; and the Seoul Plaza Hotel, Korea. He also has taught interior architectural design at Hall Institute. He can be reached at rmacaruso@dileonardo.com.



SIZE MATTERS: [illegible] Shown here is the Renaissance Dubai, Motor City, United Arab Emirates.



Alluring lines

TRANQUIL AND SLEEK, THESE FIXTURES BRING MODERN BEAUTY TO THE BATH

INSPIRED STYLE ON TAP

Symmons' new Naru line is a comprehensive suite of luxurious fittings and accessories for the bath. The contemporary design was inspired by Japanese culture and the way bodies of water ebb and flow through our lives, the designers of these graceful fittings say.

symmons.com

CIRCLE 200

GENTLY GEOMETRICAL

Subtle but substantial, the Aliso faucet by California Faucets celebrates geometry and minimalism with a flat, wide ribbon spout and high, wide-spread, flat cross handles on square bases. Polished chrome is standard, but special and premium finishes also are available.

calfaucets.com

CIRCLE 201





SPRINGS eternal

An endangered historic property, Bedford Springs is rejuvenated with a renovation that pays homage to its bathhouse beginning

PHOTOGRAPHY / RICHARD NOWITZ

Bedford Springs, one of the oldest mineral spring water resorts in the U.S., grew from a backwoods collection of bathhouses beginning around 1796 to a destination resort located in rural western Pennsylvania.

It had been closed a decade when design firm 3north began a three-year renovation project.

"Ironically, the thing that first caused the resort to come into existence also represented our biggest challenge: In short, water," says David W. Rau, architect with 3north.

Water and snow were coming through the roof and broken windows. The lobby floor was washed away in a flood. During construction, almost every hole that was dug found gushes of groundwater. Streaks of mold and mildew covered walls, Rau says.

"Out of all this, however, came great things: The building was restored and has become an exemplar of historic preservation," he says. "Many of the techniques we used to banish mold and poor air quality engendered green design and sustainable practices. And,



SOMEWHERE IN TIME Guest baths in the Stone Inn feature oak cabinets, Pennsylvania bluestone counters and ceramic vessel sinks that reflect the 1806 building's origins. (Left): Reproductions of the Bedford coverlet grace each bed at the resort. A ceramic vessel in each entry holds walking sticks.



perhaps most amazingly, one of those holes we dug uncovered an eighth springhead ... which upon analysis, was identified as the purest of the resort's many springs."

The design team sought to reinterpret the tradition of the "great American resort."

"Bedford Springs has an amazing history and we wanted to tell that story through the architecture, the interiors, even the artwork and colors," Rau says.

Designers used resort history to uncover what made the resort compelling, what Rau calls its IQ (intangible qualities).

He calls the scale and scope of the project a dream assignment.

"It was one of those instances where you felt your experience and talents perfectly matched an enormous and demanding





SPRINGS TO LIFE An eighth springhead, found during renovation, is the namesake of Springs Eternal Spa. The spring water is used in spa treatments and fills the 1905 pool. (Above): Anderson House is one of four historic lodging "houses." A fifth lodge added two floors of guestrooms.







ECLECTIC ARCHITECTURE Bedford Springs presents a range of 19th and 20th century architectural styles. A combination of the resort's furniture, acquired antiques, reproductions and custom pieces provide authentic, updated interiors. Pictured: the three-level Grand Stair in the Colonnade Building, the Colonnade Building exterior, the Crystal Room and the Great Hall of the Colonnade Building.



PROJECT SPECS

Project: Bedford Springs
Project cost: $120 million
Timeline: March 2004 to July 2007
Design and architecture: 3north
Owner: Bedford Resort Partners
Design Team:
David W. Rau, architect
Cary Sweat, architect
Deborah Fulton Rau, architectural historian
Brandeis Short, interior designer
Pamela Horst, interior designer
Christopher Hook, interior designer
Cary McCutcheon, landscape architect
Kyungwon Yoon, graphic designer
Elizabeth King, graphic designer

SOURCE LIST BEGINS ON PAGE 76

Design & development

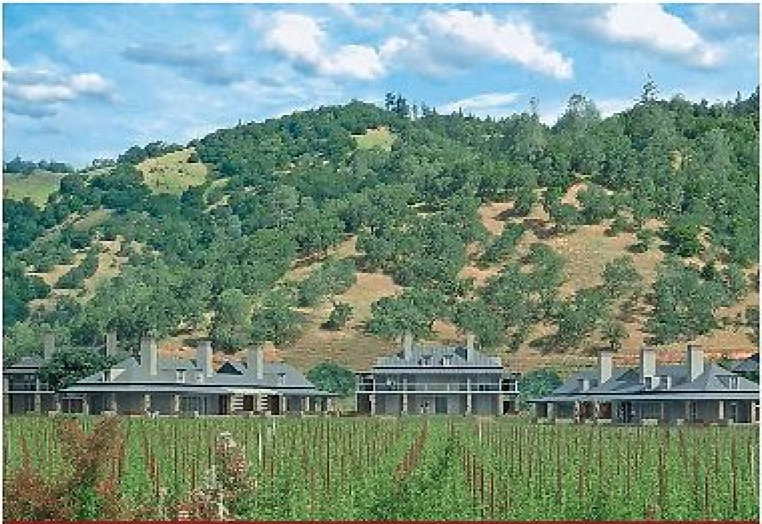


▲ GRAND IMPERIAL HOTEL

Chicago

To mix Eastern and Western culture, Chicago's First Hospitality Group and Haylock Design as well as C&A Group, with offices in Beijing, Shanghai and Hong Kong, have joined forces to create The Grand Imperial Hotel. The project will break ground in September, with an anticipated opening in March 2010.

The hotel, located in Chicago's Chinatown district, will feature interior and exterior design elements based upon Chinese culture, including classic architecture and amenities. The hotel also will feature special karaoke business rooms, an important part of Chinese business culture.



▲ TERRANO NAPA VALLEY RESORT

Calistoga, Calif.

San Francisco-based architecture firm Hornberger + Worstell will break ground this summer on the Terrano Napa Valley Resort, the area's newest luxury resort, club, winery and spa.

To pay tribute to the local architecture, Hornberger + Worstell have planned the resort in a farmhouse style, with exteriors featuring vertical wood siding, stone and wide porches. Set on 22.5 acres of land, the hotel will be designed around the landscape, with its village of 18 lodges containing a total of 36 two-bedroom suites clustered around existing trees. Hornberger + Worstell also calls for the hotel to use the area's geothermal properties, harnessing its energy to heat the water used by the lodges, kitchen and spa.

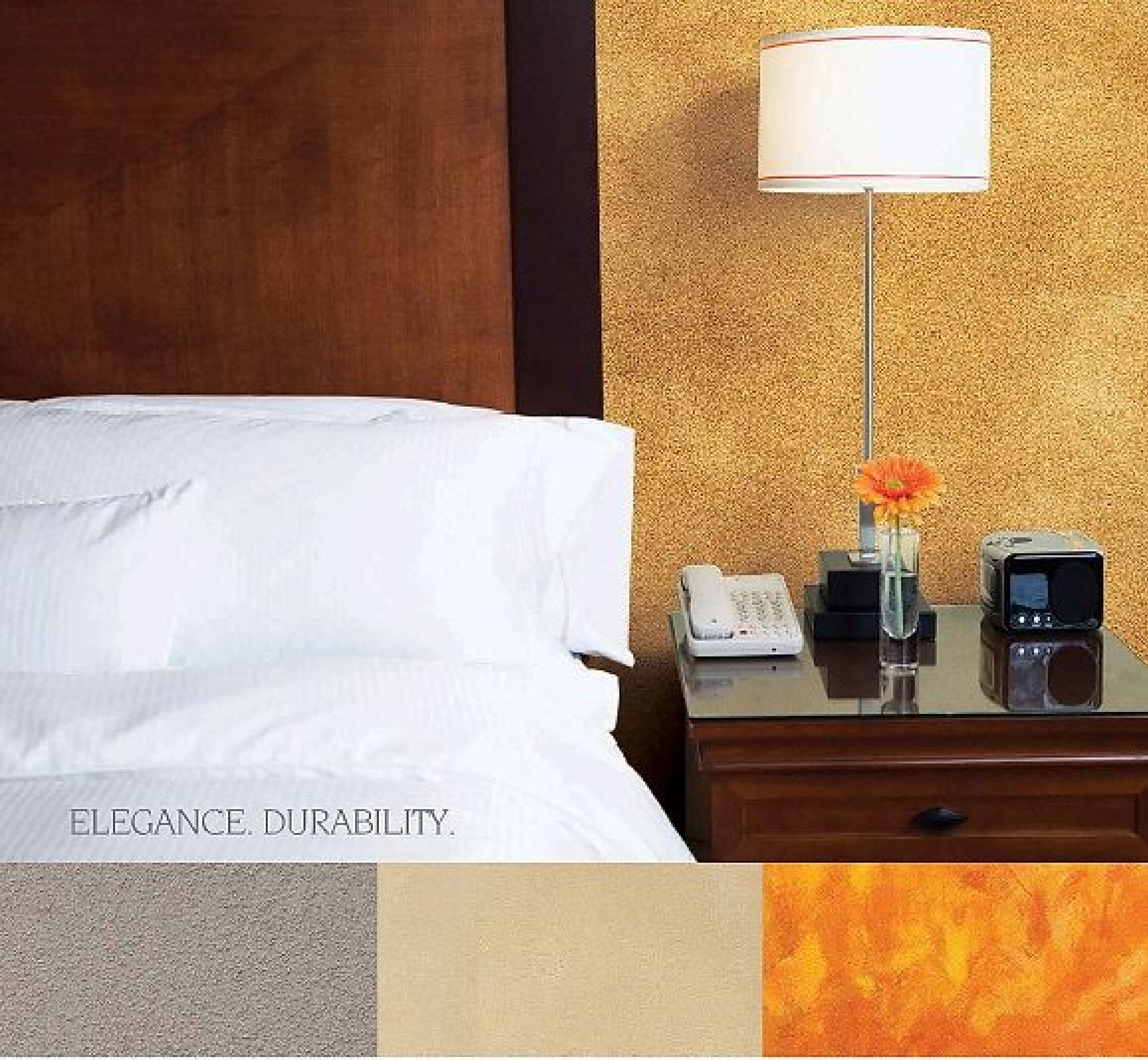


◀ KIMPTON HOTEL AND CONDOMINIUMS

Milwaukee

Construction on the 600,000-square-foot Kimpton Hotel and Condominiums, under design by HKS Architects, will begin in late 2008, with a planned opening of late 2010.

The complex, which will feature 176 guestrooms, 63 condominium units, specialty retail and office space, will distinguish each section of the building with varying designs. The hotel will feature vibrant, warm colors tailored to the Milwaukee market. The condominium tower will be surrounded by a protective metal panel and topped with a clear glass penthouse, offering views of Lake Michigan, while the office component's exterior will be highlighted with glass.



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▲ **VICEROY MIAMI**

Miami

The Viceroy Miami, scheduled to open in early 2009, is a three-tower hotel-residence project, locally known as "Icon Brickell" after the city's international business district, Brickell.

Arquitectonica designed the hotel towers, with interiors and a restaurant envisioned by Kelly Wearstler. Philippe Starck designed the spa. The hotel also will feature a 50th floor rooftop pool and lounge to showcase views of Biscayne Bay, South Beach and the Atlantic Ocean.



▲ **HYATT REGENCY OUBAAI**

George, South Africa

In early 2010, South Africa will get its second Hyatt Regency, which will become an addition to the Oubaai Golf and Lifestyle Centre. The 100-room hotel will showcase sea and mountain views, and it also will include residential villas and apartments and an upscale shopping center. The entire development will spread across 600 acres.

Quadvisir Architects and interior designer Lionel Levin have been commissioned to complete the hotel.



◄ **THEWIT**

Chicago

As a 298-room boutique hotel, theWit will combine glamour and sophistication with intellect and humor when it debuts in Chicago in May 2009.

Lincolnshire, Ill.-based ECD Co. plans to feature a bright yellow glass fold criss-crossing its way up the building in a shape similar to a lightning bolt, symbolizing the vigor the hotel intends to strike back into the area. The hotel will be 300-feet tall, totaling 27 stories.

The hotel will feature two destination restaurants, a rooftop lounge, a digital cinema private screening room, banquet facilities and a spa.

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CIRCLE NO. 120



Fabric statements

AFTER YEARS OF SIMPLE WHITE, WILL COLOR AND PATTERN MAKE A COMEBACK?

FROM TOP, CLOCKWISE







VARIETY ON TAP
From classic to unexpected, Designtex delivers a broad range of products, including upholstery, drapery and panel fabric materials. A wide variety of designs, materials, sustainability and performance options are available—for indoor or outdoor use—at a wide range of price points.
dtex.com
CIRCLE 210

EYE TOWARD VALUE
Kravet Contract's latest three-color book set for Value Line features a collection of functional, economical and durable fabrics that meet and exceed ACT standards and performance guidelines. The collection offers modern designs, including geometrics, organic motifs and textures, in shades of gray, cool blues and earth tones.
kravetcontract.com
CIRCLE 211

GREEN AND BOLD
Helping sustain the environment one yard at a time, Fabricut Contract's recycled upholstery program, The Green Project—part of the company's Environment Plus initiative—features an eclectic mix of traditional and contemporary styles in an array of colors, all made from 100-percent recycled post-consumer polyester.
fabricutcontract.com
CIRCLE 212

FROM TOP, CLOCKWISE







RECYCLED ALTERNATIVES
Valley Forge Fabrics' reclamation program includes FRESH bedding fabrics, made of 100-percent recycled polyester. Guests will be impressed by the quality of the line, with its high thread count, supple hand and innovative clarity. Valley Forge's FRESH bedding fabrics are available in more than 16 designs.
valleyforge.com
CIRCLE 213

VINYL MAKES A COMEBACK
SilverState's Generations Collection is a sophisticated vinyl line featuring superior, long-lasting performance. This ultimate "no worries" collection is a coordinated family of patterns and styles armed with anti-microbial and anti-bacterial properties. Generations features a fashion-forward palette of solids and patterns.
silverstatefabrics.com
CIRCLE 214

VERSATILE COMBINATIONS
The Symphony Collection from Fabtex charts the newest direction in post-white guestroom design. The richly textured, woven, 100-percent polyester fabrics make it easy to tastefully mix limitless combinations. The collection includes four fabric groups that harmonize color, texture and style for affordable customization.
www.fabtex.com
CIRCLE 215

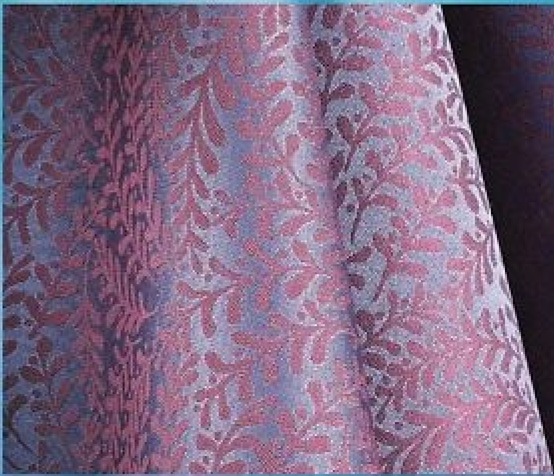


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CIRCLE NO. 102

FROM TOP, CLOCKWISE







PATTERN PLAY
Uffner Textiles' new Crewel Works Collection blends nature-inspired patterns and textures. The collection is designed to work with the company's 3-in. Portofino Wood Collection. Crewel Works is available on a variety of basecloths.
uffnertextiles.com
CIRCLE 216

COOL TONES AND WARM HUES
Evolution, from Robert Allen Contract features Crypton Green fabric technology. More than 50 transitional designs boast vibrant color stories ranging from cool jewel tones such as amethyst to warm hues like golden wheatfield. Fabrics are composed primarily of recycled fibers.
robertallendesign.com
CIRCLE 217

FAIRYTALE FABRIC
Bring the magic of a storybook to any space with the three-dimensional Trevira CS sheer from Prismatek. Its lower half has progressively larger embroidered leaves, each appearing to float on top of the material. The color pattern gives the branches and leaves a mystical quality that comes to life when the sheer moves.
finefabric.com
CIRCLE 218

Sultry suites

Designers took cues from urban New Orleans' parks, historical buildings and unique culture to add some jazz to the Showboat Atlantic City's suites

PHOTOGRAPHY / **DARIUS KUZMICKAS**



The vibrancy of urban New Orleans' parks, architecture and culture inspired Westar Architects in the renovation of 61 suites and 30 additional connector rooms at Harrah's Entertainment's Showboat Atlantic City in New Jersey.

"It's a very vibrant city with many cultural and historical influences," says Paul Heretakis, lead designer on the project, about New Orleans.

The design team worked to identify the core of the city—the essence of the colors, textures and energy.

"The feel of the city was to influence the suites with sophistication and a fun and easy casualness," Heretakis says.

Colors of the night scenes of Mardi Gras were woven into FF&E schemes to give the suites a pulsating, alive vibe. The design team created three color schemes of purple, green and burgundy, and each used four colors and two tones of color variations.

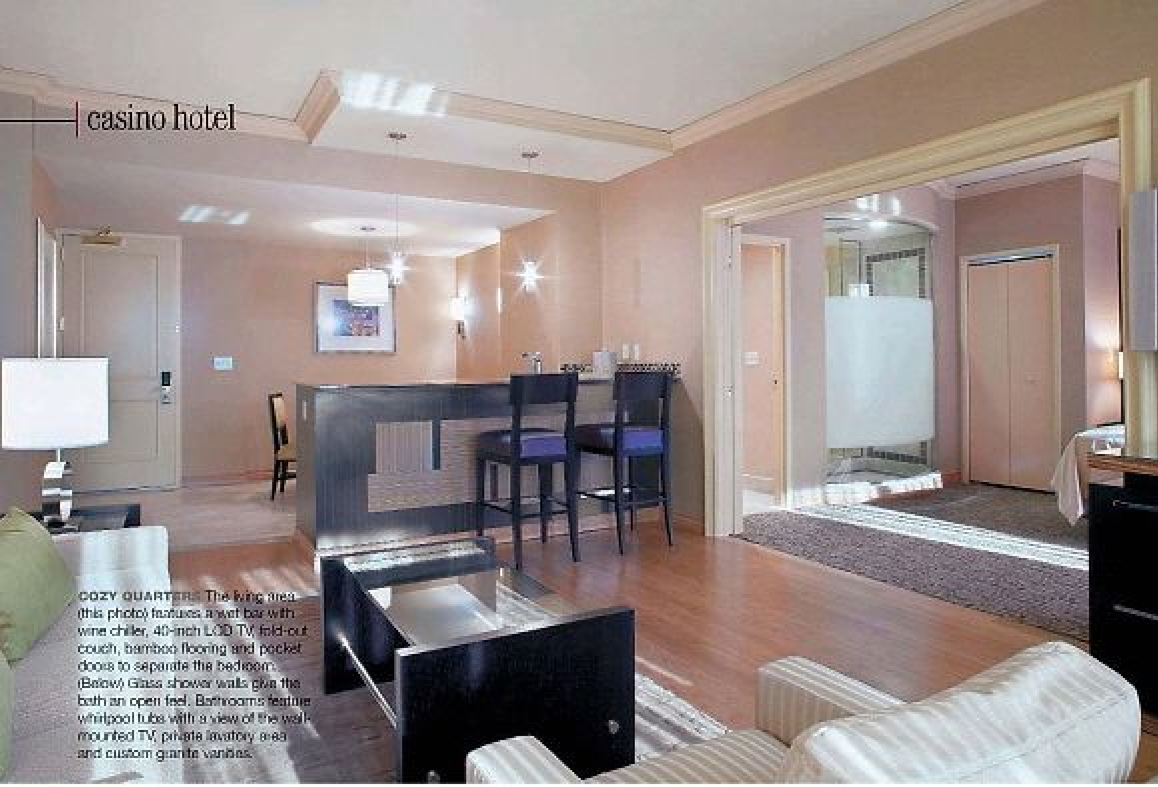
"Each color scheme contained two strong colors and one subtle background base color," Heretakis says. "The schemes were very vibrant in order to capture the feel of New Orleans and hit the core of the brand."

Showboat's branding is about fun, so the design of the suites needed to reflect a carefree, exciting elegance.

The challenge of the project was to organize and document the remodel of 91 rooms that had different floor plans, Heretakis says.

HIGH ROLLERS Inviting remodeled suites have all a guest needs, from the entertainment center to the wet bar and dining area.





COZY QUARTERS The living area (this photo) features a wet bar with wine chiller, 40-inch LCD TV, fold-out couch, bamboo flooring and pocket doors to separate the bedroom. (Below) Glass shower walls give the bath an open feel. Bathrooms feature whirlpool tubs with a view of the wall-mounted TV, private lavatory area and custom granite vanities.



"There were hundreds of drawings and over 100 FF&E books," he says of the project that took less than a year.

Each piece of furniture was individually designed with great attention to detail.

"The furniture was made of the finest veneers with shell and metal accents," Heretakis says. "They were made in China and are of tremendous quality."

Mother of pearl, pen shell and stainless steel highlight zebra-wood and mahogany.

The fabrics were chosen for a balance of color and tactile experiences, he says.

Heretakis' favorite aspect of the finished project is that it exceeded the expectations of the hotel's core 45- to 65-year-old customer, and also attracted a new younger customer.

—*Heather Gunter*







EXCITING ELEGANCE Custom furniture features shell and metal accents. A palette of purple and gold, one of three color schemes for the project, was influenced by New Orleans' Mardi Gras.

PROJECT SPECS

Project: Showboat Atlantic City
801 Boardwalk
Atlantic City, NJ 08401
Owner: Harrah's Entertainment
Timeline: completed July 2007
Design firm: WESTAR Architects
701 Bridger Ave., Suite 400
Las Vegas, NV 89101
(702) 878-0000
Design Team: Paul Heretakis
Cinthy Stauss
John Lopez
Architect of Record: Friedmutter Group

SOURCE LIST BEGINS ON PAGE 76



AMERICAN OF MARTINSVILLE
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We're there. Start to furnish.

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Our fashionable products and innovative trends have attracted a host of luxury market clientele, including The Ritz Carlton Hotel Company, Four Seasons Hotels and Resorts, and Starwood Hotels and Resorts Worldwide. Our array of price points make American of Martinsville a smart decision for any customer.

Plus, our AOM Studios division offers complete custom design services for "creating that perfect piece." Come to us with a design idea and we will help you perfect it, achieving high quality and manufacturability with a look that's true to your concept.

Our manufacturing practices are updated regularly to consistently meet our eco-friendly objectives. Specifically, we give priority to wood vendors who employ sustainable forest management practices, and we burn our wood scrap for steam energy to minimize landfill use.

And we continue to expand our global presence every year. We're currently looking at new offices and manufacturing plants in various locations around the world, and working to automate our manual processes to achieve full-scale integration. All so we can do more work with fewer resources and provide quality furniture at the best prices possible.





CIRCLE NO. 801

SONY ELECTRONICS INC.
1 Sony Drive
Park Ridge, NJ 07656
Website: www.sony.com/hospitality

CONTACT
Sony Hospitality, (770) 781-4036

SONY

Sony offers a range of technologies

As America's number one brand for seven consecutive years*, Sony Electronics offers a range of technologies for the hospitality industry. These include large-format LCD displays from 26 to 52 inches and a full line-up of plug-in network cards and players that can drive a complete IP-based digital signage network across a hospitality property.

Designed to match a range of room decors and styles, Sony's public displays have I/O flexibility to accommodate Sony tuners, networking cards or additional boards. This line-up includes the GXD-L52H1 LCD display, with full HD resolution of 1920 x 1080, and a dust- and tamper-resistant aluminum chassis to withstand high-volume traffic environments such as hotel lobbies.

Two new full HD (1920 x 1080) displays, the 42-inch FWD-S42H1 and 47-inch FWD-S47H1 models, are designed for high brightness and high resolution in a range of hospitality applications. Sony also offers displays designed specifically for guest-room applications: the KLH-W26 (26 inches) and KLH-W32 (32 inches) LCD models, among others. In addition to being highly reliable, Sony displays are compatible with major video-on-demand services and are supported by an array of on-site technical services.

For digital signage applications, Sony's HD player, Model VSP-NS7, features superb video quality, increased Flash playback, enhanced HTML browser options, and the ability to show Flash and MPEG content in one layout. The player can accept live streaming content, for example, from a security camera.

All screen sizes above are measured in terms of viewable areas, measured diagonally.

* Harris Poll of Best Brands, 2000-2006



The KLH models are designed specifically for guest room applications.

CIRCLE NO. 127



The VSP-NS7 Digital Signage Player can easily attach to the GXD-L52H1 Ruggedized Display for a space-saving, powerful digital signage system.



HFS Concepts 4 guides designs

HFS CONCEPTS 4

3229 E. Spring St.
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Long Beach, CA 90806
Tel: (564) 424-1720
Website: www.hfsc4.com

KEY EXECUTIVES

Brent Lynch, Executive Vice President
E-mail: blynch@hfsc4.com

HFS CONCEPTS 4

With an emphasis on the total design solution, HFS Concepts 4 brings together the disciplines of Architecture, Interior Design, Procurement, and Construction Management to enable clients to realize their vision for virtually any hospitality project. HFS Concepts 4 has a world-renowned team that can bring even the most ambitious projects to life from concept to completion.

The Las Vegas showroom features 12,000 square feet of deluxe guestrooms, suites, and vendor showcases. Redesigned in the spring of 2007, the fifteen full scale rooms offer unique designs for various hospitality markets. The showroom provides clients with both cutting edge contemporary concepts and luxurious, classic schemes. Leading manufacturers have dedicated spaces to introduce new products and designs.

HFS Concepts 4 has a large sourcing office in Shanghai coordinating the production of custom casegoods, lighting, and other hotel products. Having people on site in the production process ensures the quality of goods coming from the factories. This enables the firm to design and manufacture custom FF&E concepts with a single point of control.

HFS Concepts 4 is internationally recognized for its ability to create award-winning design solutions while recognizing the paramount constraints of schedule and budget. With thirty years of dedication to the hospitality industry, our history is based on translating the needs and desires of our clients into built reality.

HFS Concepts 4 is an international design-build firm with offices in Los Angeles, Las Vegas, Dallas, Shanghai, and Dubai.







GRAZE at Taj Residency Hotel, Bangalore
Best Restaurant Design – *HotelWorld* 2008

DECOLAV AND SUITE SIMPLICITY
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Two brands, one complete service

Convenience
More often than not, the hospitality industry is forced to rely on multiple architecture, designer, and purchasing firms to manufacture and design their spaces. This leads to missed budgets and disappointing outcomes. The industry now has a turnkey operation for development and renovation needs with Suite Simplicity and DECOLAV Hospitality. Together, they manufacture and design ideal ambiance for the bathroom, hotel suite, or any public space, providing the convenience of a one-stop shop for clients.

Capturing the most exciting and innovative trends, DECOLAV Hospitality has become the leading manufacturer of bathroom fixtures and furnishings. Leveraging its success, award-winning design and manufacturing expertise, the company launched Suite Simplicity in May of 2008, to provide a complete FF&E solution for the entire hotel.

Superior Service
Suite Simplicity and DECOLAV Hospitality provide a relationship-based approach to design and manufacturing. With in-house logistic, engineering, manufacturing and design teams, they ensure on-time shipping, superior quality and unprecedented prices. Every product is guaranteed for a lifetime.

Internationally recognized, DECOLAV and Suite Simplicity have become synonymous with eye-catching design, exceptional quality and unprecedented customer service, reputable as one of the industry's fastest growing manufacturers in the United States.







NLP FURNITURE
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Fax: (619)661-5178
Website: www.nlpfurniture.com

NLP Furniture offers quality

NLP Furniture Industries has been manufacturing contract furniture for over 25 years. Our name has become synonymous with quality, style and value in the hospitality and restaurant industries worldwide.

NLP specializes in turning design ideas into functional stylish pieces of furniture matching the most demanding decor. All furniture is carefully handcrafted using the finest materials to ensure every piece leaving the factory has the quality signature NLP is known for.

At NLP Furniture, cutting edge design and planning combined with unparalleled customer service and the ability to accommodate the most demanding needs for contract furniture shows why NLP is the company of choice for design and purchasing professionals in the industry.











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Contract Furniture Manufacturing

NLP Furniture Industries has been manufacturing and restoring contract furniture for over twenty two years. Our name has become synonymous with quality, style and value in the hospitality and restaurant industries worldwide.

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www.nlpfurniture.com

CIRCLE NO. 121

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3815 River Crossing Pkwy. #100
Indianapolis, IN 46240
Tel: (800) 291-0403
Website: www.hotelfitnessclub.com
E-Mail: info@hotelfitnessclub.com

CONTACT:
John Sarver, Design & Development
E-mail: HotelFitness@mindspring.com

Hotel Fitness Club provides superior facilities

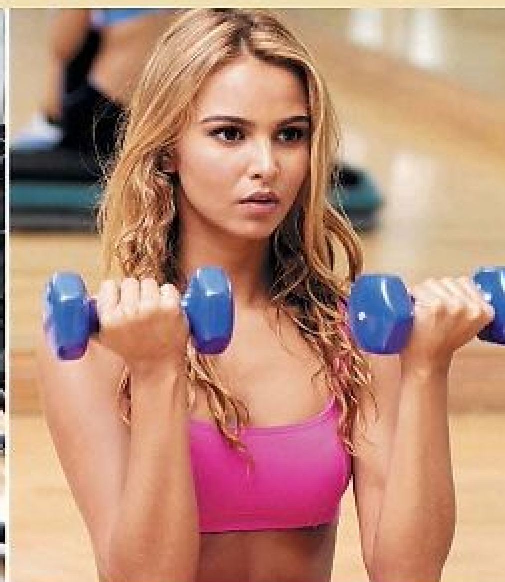
Hotel Fitness Club™ is the world leader in Hotel & Resort Fitness™. We team our cutting-edge designs with leading manufacturers, suppliers, service providers and developers to provide a superior fitness facility that travelers will enjoy and programs that will attract guests. Our design and support team is made up of highly experienced leaders within the fitness industry.

The Hotel Fitness Club standards and specifications are based on extensive research among both leisure and business travelers, and are constantly monitored and evaluated to stay current with the most popular fitness trends. These standards are designed to accommodate the vast demands of guests and can be gently incorporated into a comfortable, popular and efficient design for any brand of hotel or resort. We can provide custom designs for new construction or renovation plans for existing properties that want to provide a high-performing fitness amenity.

Hotel Fitness Club also offers proven, dynamic facility marketing programs to help hotels and resorts identify specific amenity features and establish a global leadership position within this specific amenity category. We design customized marketing programs and collateral tailored specifically for your brand profile or individual property. The affiliation helps assure your guests that your property has met a high level of established standards and specifications.

For more information on how Hotel Fitness Club can create a custom fitness experience for your guests, visit our web site at www.hotelfitnessclub.com or contact us at info@hotelfitnessclub.com.





SHARP ELECTRONICS CORP.
Sharp Plaza
Mahwah, NJ 07430
Tel: (800) BE-SHARP
Fax: (xxx)
Web site: www.sharpusa.com

SHARP

Sharp offers new HD TVs

Sharp, a worldwide leader in flat-panel Liquid Crystal Televisions, has expanded its line of high-definition AQUOS® LCD TVs with the new HT3 models, in 32-, 37- and 42-inch screen sizes. Designed specifically for the hospitality industry, the widescreen televisions combine Sharp's proprietary Advanced Super View LCD panel with built-in LodgeNet and On Command, as well as nStreams, NXTV and SeaChange pay-per-view interfaces. This ensures that almost any hotel can bring the stunning picture of AQUOS LCD TVs to their guests. The HT3 models are integrated with the Pro:Idiom™ system for high-definition content, a DRM system developed specifically for the hospitality industry.

Sharp created the HT3 AQUOS models specifically for enhanced hotel room entertainment. The stylish, chic, piano-black finish fits into any room's decor, and the sets feature thin profile bottom-placed speakers and a removable table stand for wall placement or fitting into existing hotel case goods. The HT3 series takes performance to the next level with an enhanced version of Sharp's proprietary Advanced Super View (ASV) panel, which enables an incredible 6,000:1 Dynamic Contrast Ratio and an amazing pixel response time of 6 ms for stellar picture quality especially on fast-moving action scenes. With a viewing angle of 176 degrees, colors appear bright and vivid from virtually anywhere in the room.

The TV's extremely high contrast ratio results in blacker blacks, and the high brightness provides exceptional color clarity. The ASV panel with Black TFT low-reflection coating dramatically reduces glare, so the units can be placed anywhere – even near windows, doors or other light sources without sacrificing picture quality.





BRAMAN FURNISHINGS GROUP
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BRAMAN FURNISHINGS GROUP

Braman expands green program

The Hospitality Design Expo in Las Vegas is different from franchise sponsored trade shows, in that this show is where hotel owners of all brands along with hospitality designers, come together to see what is new in the industry. This show has become "the place" to see new ideas, unique designs, creative colors, and the abilities of vendors from around the world.

With this in mind, Braman Furnishings Group (BFG) proudly displayed four new custom casegood designs at HD Expo 2008. Of these four designs, two will be added to our catalogue as new standard lines. The other two casegood designs we displayed were made for specific hotel projects. One of these designs, the "Painted Boat", especially showcases the custom capabilities of BFG. This design features a bent plywood headboard, two tone stain, butcher block tops, adjustable glides, and freestanding and attached nightstands, just to name a few of the design details. The new product shown at Las Vegas came straight off our regular production line and is an example of the quality that can be expected from BFG custom furniture.

One of the other highlights for BFG at the Las Vegas Show was to expound on our "green" program initiative promoting it within the design and hospitality community. At our factories in Canada, we have been emphasizing recycling and environmental engineering long before it became fashionable. The main aspects of our "green" program involve recycling, finishing, reducing, conserving and cleaning.





SORRENTINO MARIANI
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Sorrentino|Mariani

Sorrentino Mariani makes designs possible

Inspiration can come from anywhere. It can arrive unexpectedly, suddenly and, most often, when all other ideas are exhausted. Inspiration is the source for works of art, prose, architecture, and, of course,. great design. For over twenty years, Sorrentino Mariani has had the great fortune to have been trusted to craft so many inspired designs and to realize so many designers' fantastical visions using wood, hardware, veneers and finishes.

Sorrentino Mariani understands that each concept is as unique as the process required to get it from the page to a finished product. To make furniture as it is envisioned, Sorrentino Mariani works closely with clients while remaining responsive to budgets and deadlines. They work to individual designs, not pre-cut patterns or off-the-shelf stock items and are able to work from any specification and customize any design.

A wonderful example of an inspired design crafted by Sorrentino Mariani is one of their latest lines — Mano'o nui. With its dark cocoa bean stain, rattan inset drawers, and oiled brass hardware, Mano'o nui is a perfect fit for coastal resorts while its stylish, contemporary appearance looks right at home in a wide variety of room designs.

Sorrentino Mariani also makes their designs as green as possible. Over fifteen years ago, they began using HAPS-free finishes. They also recycle finishing by-products and ship their furniture blanket-wrapped to reduce landfill wastes. And since their furniture is made in America, their use of fossil fuels is greatly reduced. Whether working with clients or the environment, Sorrentino Mariani is a dedicated partner.








Inspiration can come from anywhere.
Sources for quality furniture are more rare.
HOTEL

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Website: www.gerberonline.com

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Gerber Plumbing Fixtures LLC is a leading manufacturer of vitreous china plumbing fixtures, faucets, fittings and bathroom suites for the residential, commercial and hospitality construction markets.

Gerber products are sold exclusively to the plumbing professional. The company is committed to preserving the environment through resource and water conservation. Gerber is a member of the U.S. Green Building Council and is a proud partner in the U.S. EPA WaterSense Program.

Gerber's Viper™ gravity-fed toilet is considered the plumbing fixture of choice due to its advanced flushing performance. The toilets are ideal for high-traffic areas such as hotels.

Gerber's enhanced product portfolio has resulted in many accomplishments over the last 76 years. Now part of Globe Union Group, Inc., Gerber has grown its portfolio of finely crafted products at price points that provide maximum flexibility, while still offering the highest level of customer service.

Moreover, Gerber's all-encompassing, 250,000-square foot home in Woodridge, Ill., consists of office space, a distribution center, warehouse space and an impressive, newly constructed showroom and training center.





Advertisement



Working for Valley Forge is being part of a large, dynamic, extended family.....and there is nothing like family!! • What excites me about my role here at Valley Forge is how I am constantly stimulated by the incredible product we have & the vast array of people we deal with on a daily basis! I love the challenge our customers give us and enjoy working with some of the most fantastic people in our industry. • Working here at VFF means being part of a "new wave". The company is exploring new territory and making new paths. • Being a part of Product Development, we are making a difference, improving and controlling Valley Forge's future carbon footprint. • I feel so great to be part of a company that truly cares about the future of our planet by offering products and services that focus on making our environment a better place to live. • Each person's input on an order or project makes an impact both for the client and our company offers the opportunity to be dynamic in our individual roles. • Working at Valley Forge has made me realize how much the environment needs my help and has inspired me to live a FRESH life. • I feel proud to work at a company that does what it preaches... it renews its elf constantly. • There is never a dull moment! I like the variety and fast paced environment. I also enjoy the day to day interaction with peop le I genuinely enjoy working with, both clients and co-workers. • As one of the many who are concerned about the health of our earth, I am proud of VFF who takes great steps to be more green and spreading the word. • To have a company that cares about their employees and show everyday how concerned they are with the economy and how it effects everyone is a great thing to me. • My role at VFF allows me to see and influence many different operational areas and make changes that will affect the company positively both in the present day as well as the long term. • Valley Forge is for the employees, you look out for us when the economy is bad and you are very family oriented. • I enjoy that fact that I like to go to work. I love the job that I do and everybody is very helpful and nice. • Working in the graphics department is such a rewarding experience because it is full of creative energy and exciting new projects daily. I feel privileged to work with such talented individuals who are not only my co-workers but also my friends. • What make me happy about my role as a design & sales associate is being creative as well as the interaction with designers all over the world. • Being employed by a family owned and operated company, with the owners working side by side with their employees, is truly a unique experience. It makes the employees feel they are part of the family. • I see unlimited possibilities and avenues to express my talents for a company that both impresses me with its people and its desire to operate with minimal environmental impact. • To be a part of the Valley Forge family is to be a part of something wonderful, exciting and transcendent. I truly enjoy the work that I do and can't wait to see what the future holds. • Working in the warehouse, I like seeing all of the new patterns. • Valley Forge not only teaches me but allows me to grow and learn in the field of sustainability and hospitality and I will always value that. • I get to wake up everyday and be part of a company I am proud of and do something I have a passion for. Not many people can say they love what they do but I can! • My role with Valley Forge Fabrics is the Receptionist duties. It gives me great pleasure to answer each line with enthusiasm and excitement. I try and make each caller feel they are my number one priority, and they are! I'm excited to be a part of the VFF family - the creativity and the consistent pursuit to reach higher with the environmentally safe fabric. • Being innovative and environmentally conscious makes me happy at Valley Forge. It is a great role model to company's world wide! • I love helping designers translate their visions for beautiful hotels into reality. • It brings me great honor to work for a company which genuinely cares about the impact it has on the environment and that makes it easy for their employees to care just as much. • It's very refreshing and a pleasure to work for a company that not only genuinely cares for the health and well-being of their employees, but the environment, too. • It is extremely gratifying to read in press that Valley Forge has been called a 'Sustainability Super Power'. • You have a sense of pride knowing that the company you work for has many philanthropic causes that are always in the forefront of what we do. • Every morning I wake up and think how lucky I am to be working for a company that is making a difference; a company that really cares about our planet and cares about us as individuals. Working at Valley Forge allows my inner artist to play along with my inner scientist every day. Being able to employ the two roles in the work place makes me very happy. • If more organizations were as concerned for the environment as Valley Forge is, we would have a much greener earth! • I learned the term Green here. Now when I see that term everywhere, VFF comes to mind because I believe we are on the forefront of the Green wave but with real ambition to make the future better than those before us. • I am so proud to be a part of the Valley Forge Family!

Changing the world one-yard at a time™

In a FRESH world . . . fabrics live forever.

It is a great feeling to come to work everyday to one big family dedicated to making our customers happy and doing our part in making the environment more FRESH. • Working for Valley Forge has really opened my eyes to the "big picture" of life, and has made me realize that even one person really can make an impact on the world. Even if it is "one yard at a time". • I am very proud to work for Valley Forge. It's a great feeling to be a part of this company and helping to achieve its many goals. • I like the fact that every day I have something different and most times exciting to do. • It makes me happy to take part in the design process of creating a beautiful environment for others to enjoy. • I can sum it up in one word – FAMILY! • I truly enjoy interacting with our fabric mills from all over the world, my bond with our customers is priceless and most importantly the Dobin's are the most kind hearted, giving and caring family that I ever worked for. • I've been working with Valley Forge for 10 years. I am proud to be one of the employees changing the world one yard at a time! • Sustainability in hospitality excites me - engaging in conversation with clients and co-workers, sharing our knowledge and learning more about what we can do to make a difference every day is very exciting! • It means never waking up feeling like you have to go to work. It doesn't get any better than this. • I love being involved with a company that has dedicated their resources to such a major, pioneering initiative such as FRESH. • I like to help solve problems and having a big responsibility in the back of the warehouse making sure everything gets taken care of is my favorite part. • The most exciting part of my particular job function is knowing that all of the hard work to get our customers merchandise shipped to them earlier than there expected delivery date that was quoted to them. • I am very proud to be a part of the Valley Forge family. I commend the company for the steps being taken to help make the world a better place & I love being able to be a part of it. • As one of the many who are concerned about the health of our earth, I am proud of VFF who takes great steps to be more green and spreading the word. I feel lucky to work for a company that cares. • I love coming into work everyday, knowing that my job is to interact with great people on a daily basis. • Being an employee at Valley Forge means that I have a family here at work; when I am away from my family at home. • Valley Forge means to me being part a wonderful family. A family that not only looks after each other but plays such a big role in taking care of our home! • To work for a great family company that goes beyond their role in our society. It's great to know that our employer wants to and is actually making a difference in our world. • Valley Forge offers the opportunity to be dynamic in our individual roles. • As an employee of Valley Forge Fabrics, I am part of a team that strives to make Valley Forge a better company, our company sets the standard for a better world, and our world is a better place for my children. • Valley Forge has a mission, and through our FRESH initiative and custom capabilities we are changing the face of hospitality textiles daily! • Working for Valley Forge means we are making a difference for our children by minimizing our carbon footprint for the future. Working for VFF has been one of the most rewarding experiences in my life. I work along side some of the most intelligent, creative, inspirational, motivational and challenging people I have ever met. • Working at Valley Forge there are many things that excite me and make me happy. One of them being the fact that I can come to work everyday with a smile on my face, knowing I get to work with amazing people and continue to learn and grow with everything that I do. • Working at Valley Forge is a daily challenge that allows me to use all my abilities. It's a privilege and honor to work for a company that combines creativity, energy, experience and vision. • I am honored and blessed to be surrounded by amazing and vibrant people every day. Each moment at VFF is exciting, challenging, exhilarating and full of opportunities. "Excitement" all the time. It means being part of a positive, growing family of the most dedicated people that I have ever met. • Working at Valley Forge means that the work I do here matters. My voice is important and my efforts are valued as part of my team's role in the company. The working environment at Valley Forge Fabrics is high energy, fast paced and challenging, which completely fits my personality. All of my co-workers are dedicated to providing excellent customer service and creating quality fabrics for the hospitality industry! • As one of the many who are concerned about the health of our earth, I am proud of VFF who takes great steps to be more green and spreading the word. I have never before worked for such a wonderful company who contributes so much to help make our environment more sustainable and contribute to so many wonderful charities. • I can come to work everyday with a smile on my face, knowing I get to work with amazing people and continue to learn and grow with everything that I do. • I love working at VFF because we are a family that works well together.



MUSIC STATION

Guests simply slip their iPods into the Bose SoundDock digital music system to listen to their music while enjoying your hospitality. You'll earn points with Bose's crisp clarity and full, rich sound.

bose.com

CIRCLE 202

Rock and control

THE NEWEST TECHNO-OFFERINGS PROVIDE GREAT SOUND AND GADGET ORGANIZATION



BIG SOUND TO GO

Your guests can take their music with them with the iPod Boombox, the DLO iBoom. iBoom features a built-in handle and can be powered via AC adapter or D batteries.

dlo.com

CIRCLE 203



ORGANIZE AND RECHARGE

The idea that there is "a place for everything and everything in its place" perfectly connects to Bluelounge's The Sanctuary, a creation that can simultaneously charge multiple electronic devices and provide, with an inner tray, a practical central location to store a multitude of personal items like wallets, keys and other often-misplaced items.

bluelounge.com

CIRCLE 204

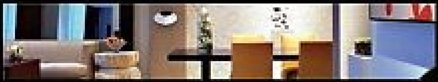
INTERNATIONAL HOSPITALITY
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MARCH 2 - 5, 2009
LAS VEGAS CONVENTION CENTER
DESIGN I DEVELOP I OPERATE

Success by Design...

HotelWorld Expo is the ONLY event that showcases designer products and services across all hospitality segments in The International Hospitality Design Center. As a part of International Hospitality Week, this is a must attend event!





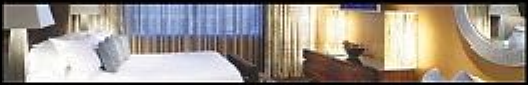
Experience & Encounter the Designer Showcase

Products from today's leading design suppliers for hotels, restaurants, clubs and more will be showcased right on the show floor. See the newest and best design concepts and how they translate to hospitality executive's needs! No other event offers a showcase of these types of products cutting across all segments of hospitality!



Celebrate Leading Designers at the Global Hospitality & Design Awards Ceremony!

Enjoy this gala event on March 3rd recognizing true design leadership and innovation. Over 25 awards will be presented at this essential event celebrating the best accomplishments in design and hospitality.



See the Plan, the Concept, the Development and the Implementation on the "The Design Wall"

Follow the life of a Design Project exclusively at HotelWorld Expo. We'll expose all phases of these amazing projects – from the blueprints and sketches to the final implementation – see it all unfold right on the show floor.

The International Hospitality Design Center is a one of a kind experience of the newest and best design concepts, and can only be found at HotelWorld 2009!

For more information about this exclusive event including sponsorship opportunities and how to enter your designs, visit www.hotelworldexpo.com today!

International Hospitality Week

This is the premier gathering of the hospitality industry's marquee events where one exhibit hall pass grants attendees access to HotelWorld Expo & Conference, The Nightclub & Bar Show, The International Restaurant Show, and Coffee & Tea expo. Be part of the only event that offers the world of hospitality among the latest hotel designs and openings right the heart of Vegas.

www.hotelworldexpo.com • www.internationalhospitalityweek.com

Las Vegas International Hospitality Week

Nightclub & Bar Beverage Retailer Convention and Trade Show

International Restaurant Show Las Vegas

Coffee & Tea Expo

hotelworld

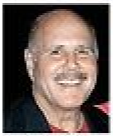
TRENDLINES beach resorts

BY CHRIS CROWELL

While many industries are in the midst of an economic downturn, the beach resort business keeps finding new ways to expand—more buildings, more amenities and more luxury. Smith Travel Research reports nearly all tropical resorts increased revenue per available room by 5 percent or more in Q1 2008.

The most expanding feature in the beach resort industry is the amount and quality of the villas. These mini-houses are purchased by outside owners who either live there or rent them out to guests.


Ginger De Armas


Jeff Howard


Zeke Fernandez

"It's not just about the hotel now," says Zeke Fernandez, partner, NuHouse Design Associates. "They are selling homes that have become part of the property, and you're seeing that on almost every resort from Ritz-Carlton to Marriott to Baccarat to St. Regis."

These villas range from 5,000 to 6,000 square feet and often incorporate water elements like infinity pools, outdoor showers and bathrooms and different textures like pebble, river rock, quarry, slate and glass tile.

"If you're going to deliver a villa, it's got to be super luxe," Fernandez says. "Some have two pools, one in the courtyard and one in back facing the beach."

His most recent project, the Baccarat Hotel and Residences at Temenos, Anguilla, includes 10 villas with three available themes—formal, nautical and Asian-fusion. More hotels are asking designers to plan out different themes for villa owners to choose from so there is a sense of variety and control for the owners, and so there is a unified design theme that fits with the rest of the resort.

Howard De Armas Group owners Jeff Howard and Ginger De Armas see a trend toward luxury in this expanding resort world.

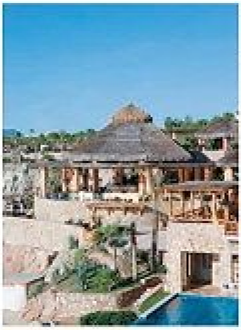
"Contemporary is coming in, and traditional is going out," Howard says. This involves incorporating the latest technology in the room design but tucking it away in credenzas. Resorts want cleaner, functional designs.

Amid all the expansion comes some reduction, with an industry-wide dedication to going green. This movement is made possible by manufacturers who have answered the call and produced an eco-friendly item for any area of a hotel, including fabrics, paint, carpet and man-made marble tiles so "you're not taking part of a mountain down to put tile in," Howard says.

The move to more efficient lightbulbs is one trend on the verge of becoming an industry mainstay. "The era of the incandescent lightbulb will soon be over," Fernandez says. And this is possible because fluorescent bulbs produce a better light than in years past and are now dimmable as well, which makes the designer's jobs of being green and providing the pure, luxury experience much easier.

Esperanza

Following a five-month renovation, this Auberge resort's guestrooms now reflect the warm feel of the Cabo San Lucas, Mexico, surroundings, with clean lines, light-colored woods, rich custom-textile colors and pocket doors that open to create an indoor-outdoor living space. The 57-room resort now offers 10 new luxury suites, including a more than 2,000-square-foot, one-bedroom penthouse complete with elevator, two outdoor terraces and private hot tub. The Esperanza also features seven spa treatment rooms, including a hairstyling, manicure and pedicure studio. Dallas-based Wilson & Associates handled the Esperanza renovation.



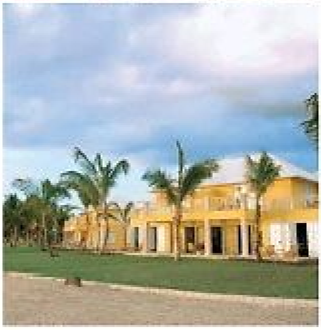



PHOTOGRAPHY: ESPERANZA RESORT



PHOTOGRAPHY: PUNTACANA RESORT & CLUB





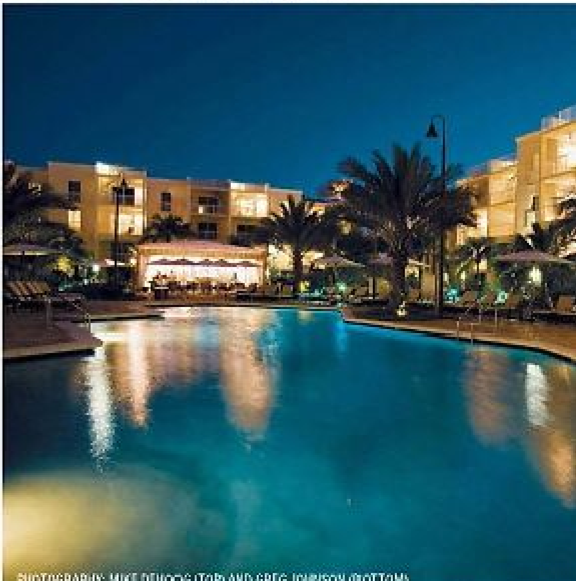
Tortuga Bay

Renowned fashion designer Oscar de la Renta toned down his dazzling style sense to set an airy, simplistic tone for this new community of beachfront villas at the PuntaCana Resort & Club, Dominican Republic. La Renta uses natural island colors to complement the wicker and wood furnishings in each villa, which rest on a 5-mile stretch of private beach. Each villa includes Frette linens, plasma TVs in bedrooms and living areas, Jacuzzi bathtubs and separate showers and private outdoor dining areas.

Beachside Resort & Conference Center

Miami-based interior designer Jeffrey Howard set a theme of tropical elegance for this Key West resort, using a natural-toned color scheme with sea accents. The main lobby greets you with two-toned marble and stone floors, taupe walls topped with a dark chocolate crown molding and mahogany furniture fit with sand-colored fabric and dark leather. The lobby is separated from the hotel's tavern by wrought iron doors. Each of the 222 rooms has marble floors and upholstered mahogany furniture. The poolside bar and grill features a mosaic mural of a large aloe plant.





PHOTOGRAPHY: MIKE DEHOOG (TOP) AND GREG JOHNSON (BOTTOM)

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CIRCLE 205



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DESIGN FIRMS: WE WANT YOUR PROJECTS!

If you have a completed hotel-design project that you would like considered for inclusion in the print or electronic versions of Hotel Design, follow these steps:

Each submission should include the following material:

No more than a two-page typed description of the property, including the property name, dates of construction, whether the project was new construction or renovation, a summary of the project's principal features—including design intention, challenges, resources, budget and the project's owner. Other specs can be included as warranted.

- A minimum of seven (7) and maximum of 12 photographs of the property. The photographs must be burned onto a CD-ROM, and must be at least 8 inches by 10 inches in size and a minimum resolution of 300 dpi. The photographer's name and contact information must be included. Accepted formats are .jpg and .tif.

- A low-resolution print of the submitted photographs.

- A specific source list of all items and materials used in the project including contact information (website and/or address and phone number).

- The complete name of the design firm handling the project. Include a complete mailing address, e-mail address and phone number.

- A list of the project team's members, including titles and contact information. Please specify the primary contact on the team.

- A list of contributing professionals who worked on the project.

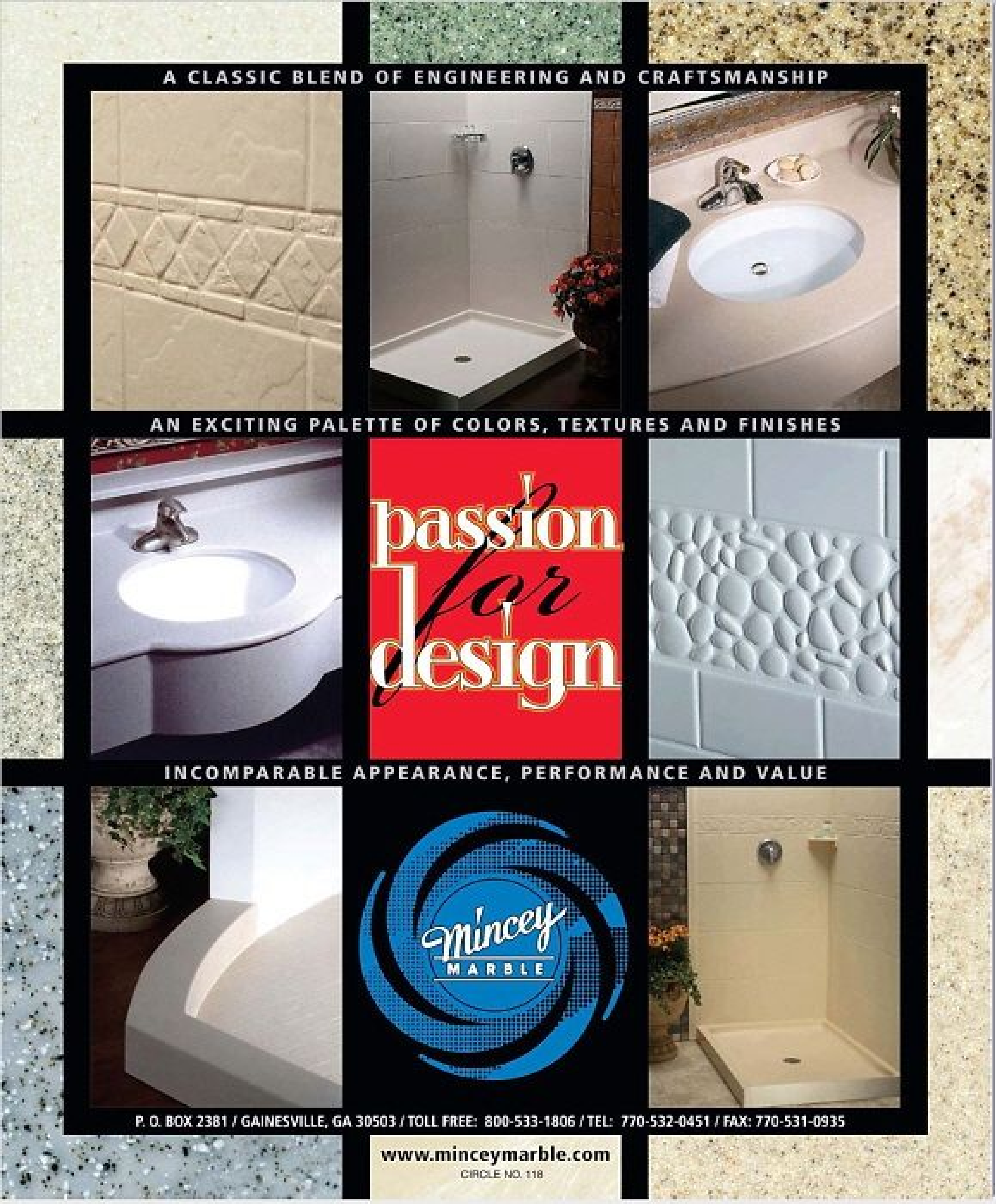
Submissions that focus on a specific area of a project (guestrooms or public space, for example) could receive preferential treatment.

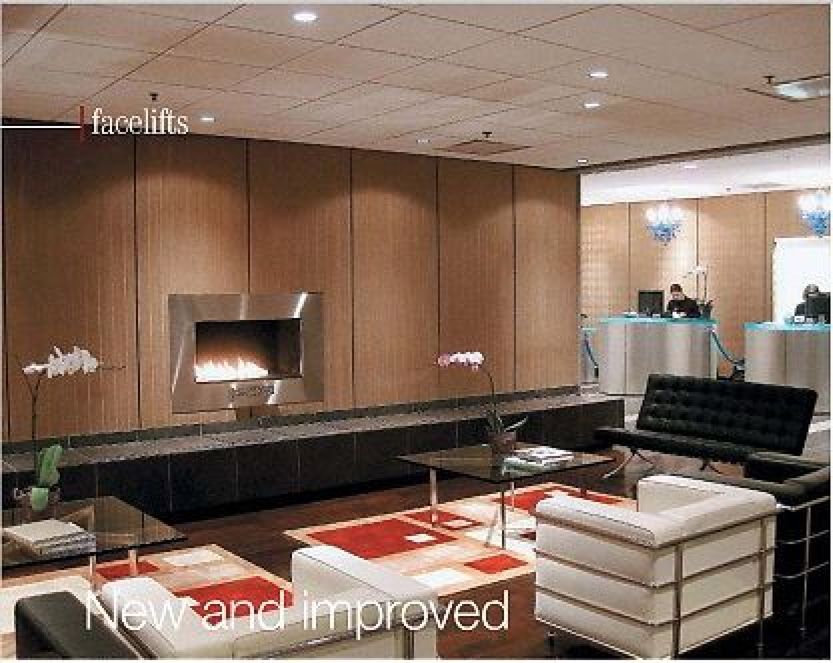
Design firms that submit all of the requested information will receive first consideration. There is no deadline for submissions as Hotel Design's 2008 schedule includes plans for print and electronic versions throughout the year. All segments and classes of hotels will be considered for inclusion based on design inspiration.

EDITOR'S TIP: To ensure accuracy, please consult with all contributing members or companies before submitting the project.

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CIRCLE NO. 118



New and improved

▲ AVENUE HOTEL

Chicago

Avenue Hotel, a new boutique hotel concept from Driftwood Hospitality Management, made its debut in May with its first property, located in Chicago.

Think, a design firm from Seattle, led the $16-million construction and renovation project. Ron Mitchell served as lead designer.

The Avenue Hotel Chicago's 150 one-bedroom and junior suites and 200 guestrooms cater to both business and leisure travelers with the hotel's in-room technology and family-themed rooms.

Chic, iconic design defines the hotel, with guestrooms featuring ultra-plush, zebra-striped chairs, iHome docking stations and LCD televisions. Family-themed guestrooms come complete with games and colorful bedding to entice the entire family.

The hotel offers 18,000 square feet of meeting space, a restaurant and a top-floor bar and restaurant next to the rooftop pool.



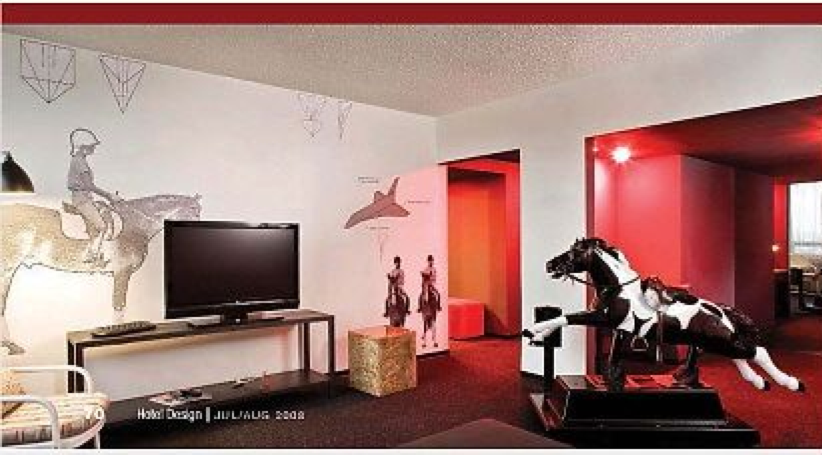
▲ COPLEY SQUARE HOTEL

Boston

The historic Copley Square Hotel is undergoing a $14-million, fast-track renovation, set to be completed by summer's end.

After the redesign, features of the interior will include 143 renovated guestrooms and a new lobby décor highlighted by dramatic backlit panels, decorative silver light fixtures, candle niches and metallic-sheen window treatments. The hotel's Back Bay Café will be relaunched as XHALE, a casual dining restaurant.

The project's architect is Arrowstreet, the interior designer is Intra-Spec and the construction manager is Tishman Construction Corp.



◄ CUSTOM HOTEL

Los Angeles

Located near LAX airport, Custom Hotel's designer Avi Brosh wanted to ensure the hotel stood out from other airport fare. The result: The hotel is painted black, and it offers a fire pit, a pool with stadium seating, a sheep's meadow lounge, vintage vending machines, playfully themed central rooms on every floor, layover rooms, pink and green themed gyms, a bar lounge, poolside tapas and a DJ lounge.



RADISSON ST. MARTIN RESORT, MARINA & SPA

St. Martin

In late summer, the Radisson St. Martin Resort, Marina & Spa will open, following an $80-million transformation led by CIEC of Paris, Wilson Associates of Dallas and EDSA of Orlando.

Tropical foliage and fountains greet guests upon entrance. Guests then are led to the open-air main house, which hosts the reception area, full-service spa and lobby bar. The 63 suites and 189 rooms feature plantation-style furnishings with vivid colors and hand-textured finishes, such as carved beechwood headboards and mahogany-stained bathroom vanities.



HOTEL PALOMAR LOS ANGELES, WESTWOOD

Los Angeles

The 19-story Hotel Palomar Los Angeles, Westwood, which boasts 268 guestrooms, including 24 spa suites and two presidential suites, exudes both modern design and old-Hollywood glamour, contrasted in its palette of ice blue and lipstick red. Its theme, "Art in Motion," was designed by Beverly Hills, Calif.-based Cheryl Rowley Design and pays homage to L.A.'s legacy of artistry in film, fashion, design, art and architecture.

In the guestrooms, lipstick-red bathroom doors and bedside tables contrast against soft pearl-colored walls and an ebony headboard. Cut velvet damask shams and an ice-blue velvet bolster pillow top crisp white linens, and polished chrome accents throughout give off a twinkling effect for guests.



MIRAVAL TUCSON

Tucson, Ariz.

Under the direction of Mithun, Miraval Tuscon added 16 sustainable guestrooms to its existing 102 rooms.

Using rammed earth made from desert soil and a small amount of cement, Mithun created the rooms' shell walling. The décor incorporates earth tones and natural materials to connect guests to the area landscape, and each room has an outdoor shower made from local adobe clay, sand and straw.





▲ THE REGENT BORDEAUX

Bordeaux, France

The 150-room Regent Bordeaux opened in France's wine capital after an extensive renovation. The hotel comprises eight buildings linked to a historic palace.

Jacques Garcia, whose portfolio includes New York's Spice Market and L'Hotel, Hotel Costes and the Ladurée tearoom in Paris, designed the hotel based on his extensive research of the hotel's neighbor, the Opéra National de Bordeaux. The hotel combines Garica's bold color palettes and whimsical Louis XVII and Louis XIX flourishes.

The Regent includes 22 suites, eight of which are Prestige Suites that offer guests in-suite wine bars for private sommelier service and a customized wine list to meet the guest's preferences. The Royale Suite (pictured above) boasts the colors of the French flag.

The hotel also offers several dining and lounge options: Le Pressoir d'Argent, Victor Bar, Brasserie L'Europe, Black Diamond and L'Orangerie.

▲ HOTEL MODERA

Portland, Ore.

After a massive renovation, the Portland Inn City became Hotel Modera, choosing to embrace the original mid-modern architecture of the five-story hotel.

Interior design firm CorsoStaicoff used brown, red and orange tones inside the building, while Lango Hansen Landscape Architects P.C. and Holst Architecture created the outdoor courtyard area.

The courtyard includes a wooden walkway with a glass canopy, moveable furniture, vegetation and a 13-foot-tall "living wall," constructed of concrete and 1-foot-by-1-foot panels of embedded plants.

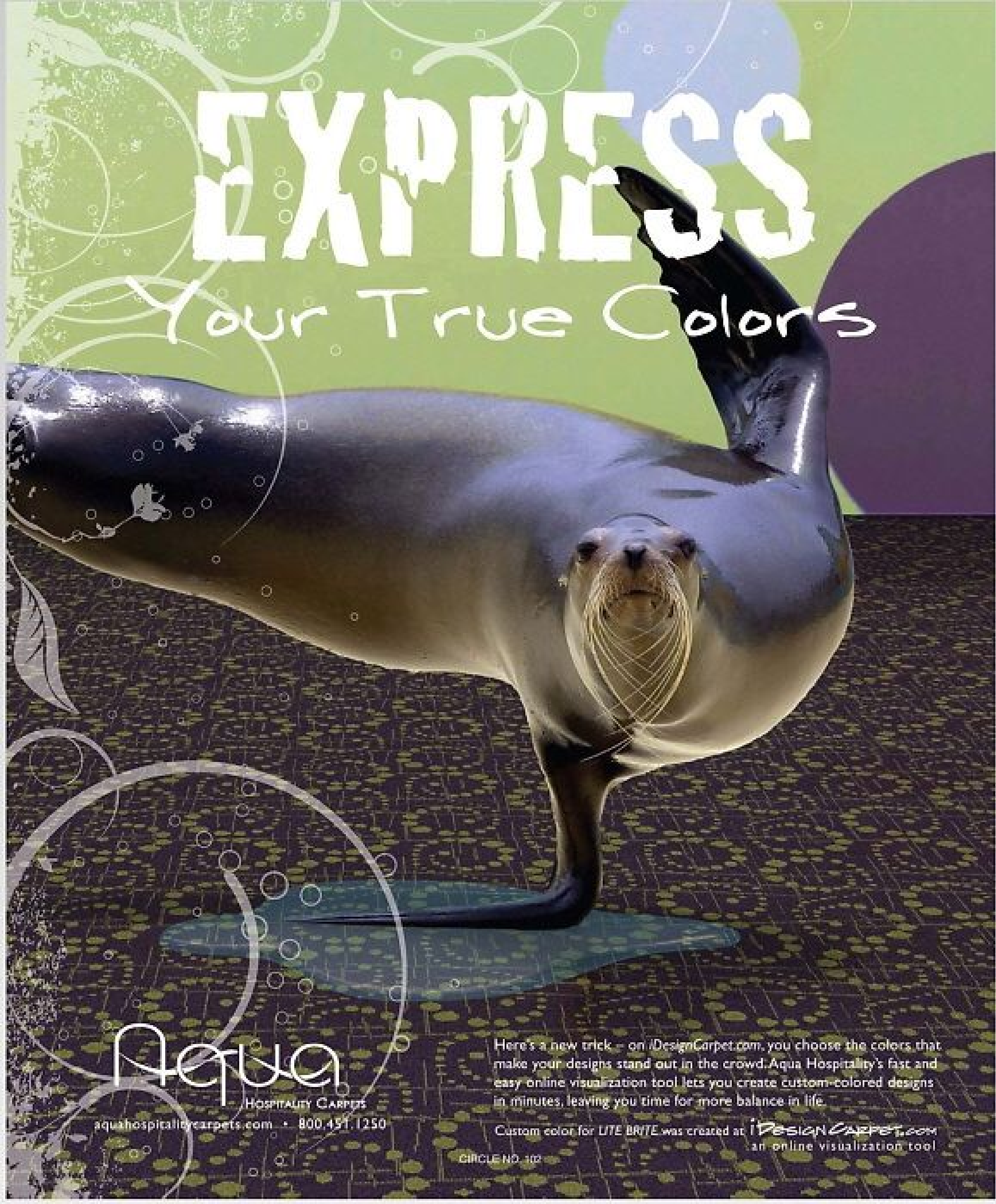
▶ DANFORDS HOTEL AND MARINA

Port Jefferson, N.Y.

Boston firm Kenneth E. Hurd and Associates led the revamp of all 86 guestrooms in the Danfords Hotel and Marina, and Dante Paganini, owner of DEP Design in Huntington, N.Y., led the redesign of the restaurant and lobby of the hotel.

Guestroom design includes nautical accents and artwork, textured fabrics in vibrant colors and balconies overlooking the Long Island Sound. The nautical theme extends to the lobby (right), where brown and teal accents anchor the white walls and white-lacquered baby grand piano.




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CIRCLE NO. 102

Rocha moves up WATG ladder



Wimberly Allison Tong & Goo recently named Lawrence M. Rocha the chairman of destination design. Rocha was originally elected to WATG's board of directors in 2002, serving as corporate secretary the last three years. Rocha also will be the firm's senior v.p. and chief information officer.

Rocha has led many technology-driven projects for WATG, working with such hotels as the Disneyland Paris Hotel, Acapulco Marriott in Mexico, the Pacific Islands Club in Guam, and the Venetian Resort Hotel and Casino in Las Vegas. He has authored several articles on technology in architecture and is a frequent speaker on the subject.

Mayse & Associates add designers

Architectural firm Mayse & Associates is adding to its design stable. The Dallas-based firm hired Corina Diaz as senior interior designer and Shannon Klingele as senior interior design project manager.

Diaz and Klingele graduated from Texas State University and Oklahoma State University, respectively, and both bring more than a decade of experience to Mayse & Associates. Diaz is the third licensed interior designer hired by the firm.



Corina Diaz



Shannon Klingele

PYR expands into Chicago

French interior design firm Pierre-Yves Rochon opened its Chicago office in March. This marks the design firm's first expansion into the United States.

The firm's expansion was not merely limited to space as PYR brought in new senior designers, project managers and technical directors who will be stationed in the Chicago location.

The long-distance move will not affect Rochon's role as he will retain personal involvement in each project as PYR's worldwide design principal.

MOVERS & SHAKERS



Liz Leary

ForrestPerkins

ForrestPerkins added Liz Leary as a senior associate. Leary has 15 years of experience in commercial design and a background managing large-scale hospitality design projects, recently overseeing the Choice Hotels brand redesign. She will be in charge of project management in the Washington, D.C., offices.

SUPPLIER NEWS

Spa industry veteran **DIANE TRIESTE** is teaming up with Group West Companies PLLC to form Strategic Spa Solutions. This new company will offer integrated solutions in spa planning, design and development, operations and management, and training and education. Trieste has held management positions with Canyon Ranch Health Resorts and Cortiva Education.

Carpet manufacturer Brinton will collaborate with American designer **ESTHER DUNBAR-CULLUM** to produce four new collections of her designs in its signature Axminster carpet.

The AH&LA's first John Whitaker award, given to the most outstanding hotel supplier, was presented to American of Martinsville's **LEO A. VOGEL**. The award is given in honor of John Whitaker, a hospitality veteran who died last year.



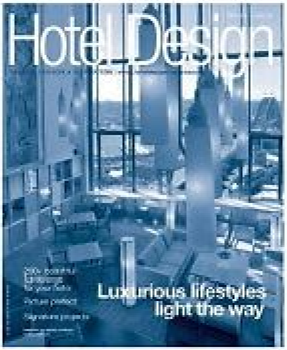
The president and c.e.o. of Milliken & Company, **ASHLEY ALLEN**, retired following his 65th birthday on May 1. Milliken's board of directors appointed c.o.o. **JOE SALLEY** (left) to take his place.



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Please fill in ovals as shown ●

1. Which of the following best describes your business relationship to the hotel, resort or spa industry?
(fill in ONE only)

Architects/Designers

- 01 ◯ Interior Design Firm designing hotel, resort and spa properties
- 02 ◯ Architectural Firm designing hotel, resort and spa properties
- 03 ◯ Contractor/Builder/Developer building hotel, resort and spa properties
- 04 ◯ Purchasing Firm buying FF&E for hotel, resort and spa properties
- 05 ◯ Other (please specify) ______________

Owner/Operators

- 06 ◯ Hotel →
- 07 ◯ Resort →
- 08 ◯ Lodge →

If a hotel, resort or lodge, indicate the number of rooms:
- 1 ◯ 300 Rooms or More
- 2 ◯ 100-299 Rooms
- 3 ◯ Under 100 Rooms

- 09 ◯ Destination Spa
- 13 ◯ Headquarters or Regional Office: Franchises, Chains, Referral Management Organizations
- 14 ◯ Hotel Property Real Estate Developers/ Independent Developers
- 20 ◯ Other (please specify) ______________
- 30 ◯ **Trade, Supplier, Dealer, Distributor or Manufacturer's Rep**
- 50 ◯ **Other (please specify)** ______________

2. Which of the following best describes your title?
(fill in ONE only)

- 001 ◯ Owner/President/CEO
- 002 ◯ Partner
- 003 ◯ Project Director/Manager
- 004 ◯ Purchasing Director/Manager
- 005 ◯ Architectural Director
- 006 ◯ Sr. Design Director
- 007 ◯ Other VP/Director/Manager
- 008 ◯ Interior Designer/Architect/Engineer
- 009 ◯ Other Design Personnel (please specify) ______________
- 010 ◯ Other Management Personnel (please specify) ______________
- 020 ◯ Other (please specify) ______________

3. Owner/Operators (Lodges, hotels, resorts, spas)

A. If more than one, how many properties do you own or operate? (please specify) ______________

4. How many lodging projects have you worked on for hotels, resorts and spas in the last 24 months?

- 1 ◯ 25 or more
- 2 ◯ 10–24
- 3 ◯ 5–9
- 4 ◯ 1–4

5. Please indicate the number of employees at your firm's address, including yourself:

- 1 ◯ 25 or more
- 2 ◯ 10–24
- 3 ◯ 5–9
- 4 ◯ 1–4

6. Which of the following functions do you perform in the design/décor process?
(fill in ALL that apply)

- 1 ◯ Program Planning and Concept
- 2 ◯ Schematic Designer
- 3 ◯ Design Development
- 4 ◯ Architecture Design/Development
- 5 ◯ Installation
- 6 ◯ Other (please specify) ______________
- 99 ◯ None of the above

7. Your firm's total lodging project revenue for the last 12 months? (For architectural or interior design firms only):

- 1 ◯ More than $10 Million
- 2 ◯ $5M – $9.99 Million
- 3 ◯ $4M – $4.99 Million
- 4 ◯ $3M – $3.99 Million
- 5 ◯ $2M – $2.99 Million
- 6 ◯ $1M – $1.99 Million
- 7 ◯ Less than $1 Million

8. Type of ownership (for hotels and resorts only):

- 1 ◯ Chain
- 2 ◯ Franchise
- 3 ◯ Management Company
- 4 ◯ Independent
- 999 ◯ Other (please specify) ______________

9. Which of the following product categories do you purchase, specify, approve or otherwise influence the purchase of?
(fill in ALL that apply)

- 21 ◯ Apparel
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- 23 ◯ Art & Accessories (including flowers and plants)
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- 25 ◯ Furniture, fixtures, equipment (FF&E)
- 26 ◯ Wall coverings
- 27 ◯ Fabrics
- 28 ◯ Lighting Products
- 29 ◯ Flooring (including stone, tile, carpeting)
- 30 ◯ Security Systems
- 31 ◯ Window Treatments
- 32 ◯ Other (please specify) ______________
- 99 ◯ None of the above

For important free product/service information, circle the numbers that correspond to the ads you've seen in this issue.

101	120	139	158	177	196	215	234	253	272	291	310	329	348	367	386	405	424	443	462	481	500	519	538	557
102	121	140	159	178	197	216	235	254	273	292	311	330	349	368	387	406	425	444	463	482	501	520	539	558
103	122	141	160	179	198	217	236	255	274	293	312	331	350	369	388	407	426	445	464	483	502	521	540	559
104	123	142	161	180	199	218	237	256	275	294	313	332	351	370	389	408	427	446	465	484	503	522	541	560
105	124	143	162	181	200	219	238	257	276	295	314	333	352	371	390	409	428	447	466	485	504	523	542	561
106	125	144	163	182	201	220	239	258	277	296	315	334	353	372	391	410	429	448	467	486	505	524	543	562
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108	127	146	165	184	203	222	241	260	279	298	317	336	355	374	393	412	431	450	469	488	507	526	545	564
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Not all items are shown in photos

Waterworks	PAGE 20	CIRCLE #
Symmons		200
California Faucets		201

Fabric focus	PAGE 32-36	CIRCLE #
Designtex		210
Kravet Contract		211
Fabricut Contract		212
Valley Forge Fabrics		213
SilverState		214
Fabtrex		215
Uther Textiles		216
Robert Allen Contract		217
Prismatex		218

Technology	PAGE 62	CIRCLE #
Bose		202
DLO		203
Bluelounge		204

On the surface	PAGE 66	CIRCLE #
Ann Sacks		205
Cotto D'Este		206
American Florim		207

International	PAGE 10-14	CIRCLE #
SOFITEL LUXEMBOURG		
Public space		
Carpet:		
Masland		250
Arc Moquette		251
Ceiling: Barrisol		252
Wallcoverings:		
Osborne & Little		253
Arte		254
Elitis		255
Sahco Hesslein		256
Kvadrat		257
Wood veneer: Marotte		258
Wall coating: Amourcoat		259
Furniture:		
Mtop		260
Knoll		261
Porada		262
John Hutton International		263
De Sede		264
Moooi		265
Silvera		266
Lighting:		
Flos		267
Artemide		268
Angelo Designs		269
Santa & Cole		270
Dix Heures Dix		271
Furnishing fabrics:		
Kvadrat		272
Christian Fischbacher		273
Osborne & Little		274
Lorca		275
Jab Anstoetz		276
Rubelli		277
Building furniture: Roelandt		278
Guestroom		
Carpet: Arc Moquette		279
Wallcoverings:		
Osborne & Little		280
Kvadrat		281
Headboard: Declar		282
Net curtains: Declar		283
Lighting:		
MLE Hotel Lighting		284
Kundalini		285
Metalarte		286
Dix Heures Dix		287



10





Artemide	288
FontanaArte	289
Marzais Créations	290
Flos	291
Furniture:	
Mitop	292
Dona Living	293
Felice Rossi	294
Orsin	295
Missalto	296
Silvera	297
Torelli	298

Historic

PAGE 22-25	CIRCLE #
BEDFORD SPRINGS	
Wallpaper:	
Mason and Wolf Wallpaper	299
Farrow & Ball	300
Adelphi Paper Hangings	301
Carter & Co.	302
J.R. Burrows & Co.	303
Fabrics:	
Lee Jofa	304
Rogers & Goffigon	305
Robert Allen	306
Bergamo Fabrics	307
Decorator's Walk	308
Osborne & Little	309
Lighting:	
Authentic Designs	310
Vaughan	311
PW Vintage Lighting	312
Conant Custom Brass	313
The Urban Electric Co.	314
Drapery:	
Tafted Fabrics	315
Koplavitch & Zimmer	316
Clayton Miller Royal Thai	317
Furniture:	
Martha Stewart Signature Furniture	318
Baker Knapp & Tubbs	319
Mitchell Gold + Bob Williams	320
Victoria Hagan Interiors	321
Council	322
Bath fittings:	
Mason and Wolf Wallpaper	323
Lefroy Brooks	324
Murray Feiss Lighting	325
Baldwin Hardware Corp.	326
Bathroom faucet: Waterworks	327
Carpet: Clayton Miller Royal Thai	328

Design firms: We want your projects!

If you have a hotel-related design project that you would like considered for inclusion in an upcoming issue of HOTEL DESIGN, **please turn to page 76** to learn how to submit your projects.

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source listing



Casino hotel

PAGE 38-41	CIRCLE #
SHOWBOAT SUITES	
Lighting: Del Mar Lighting	329
Furniture: Eric Brand Furniture	330
Carpet: Durkan	331
Wallcoverings:	
Philip Jeffries	332
Wolf-Gordon	333
MDC Wallcoverings	334

Trendlines: beach resorts

PAGE 64-65	CIRCLE #
TORTUGA BAY	
Linens:	
Frette	335
Patio furniture: Oscar de la Renta	336
BEACHSIDE RESORT	
Guestrooms	
Casegoods: Fine Living Corp.	337
Exterior Furniture: Watters Wicker	338
Fully upholstered furniture: Le Jeune Upholstery	339
Artwork:	
Alan S. Maltz Gallery	340
Trowbridge Gallery	341
Lighting: Hallmark Lighting	342
Fabric:	
Romo	343
Jeffrey Michaels	344
Public space	
Carpet:	
Axminster Carpets	345
Tai Ping Carpets	346
Area rugs: Aga John Oriental Rugs	347
Furniture:	
Baker Furniture	348
Fine Living Corp.	349
Fabric:	
Moore & Giles	350
Holly Hunt	351
Window treatment: Ron's Windows	352
Umbrellas: Tuuci	353
Mural: Andrea Ruggeri Murals	354

advertiser index

Advertiser Index

	PAGES #	CIRCLE #
AMERICAN OF MARTINSVILLE www.americanofmartinsville.com	42	101
AQUA HOSPITALITY www.aquahospitalitycarpets.com	35, 73	102
BRAMAN FURNISHINGS GROUP www.bramanfg.com	55	103
CUDDLEDOWN www.cuddledown.com	9	104
EDSA www.edsaplan.com	13	105
FABRICUT www.fabricut.com	3	106
GERBER PLUMBING FIXTURES www.gerberonline.com	59	107
GRUPO KETTAL www.grupokettal.com	CVR2, 1	108
HFS CONCEPTS 4 www.hfsc4.com	45	109
HOTEL FITNESS www.hotelfitness.com	61	110
HOTEL SOLUTIONS www.hotelsolutions.com	30, 31	111
HOTEL VANITIES www.hotelvanities.com	37	112
JTB www.jtbusa.com/enhome	17	114
KRAVET FABRICS INC. www.kravetcontract.com	CVR 4	115
LG ELECTRONICS www.LGcommercial.com	CVR 3	116
MEDALLION LIGHTING www.medallionlighting.com	67	117
MINCEY MARBLE MFG. www.minceymarble.com	69	118
MINIBAR SYSTEMS www.minibarNA.com	15	119
MTS SEATING www.mtsseating.com	29	120
NLP FURNITURE www.nlpfurniture.com	49	121
ORANGE ITALIA www.orangeitalia.com	51	132
ROLAND www.rolandus.com	7	122
SHARP www.sharp.com	53	123
SIGNATURE HOSPITALITY CARPETS www.signaturecarpets.com	19	124
SILVERSTATE www.silverstatetextiles.com	21	125
SUITE SIMPLICITY www.suitesimplicity.com	47	126
SONY www.sony.com	43	127
SORRENTINO MARIANI www.smfurniture.com	57	128
SYMMONS www.symmons.com	5	129
TRIARCH www.triarchinc.com	27	130
TRUE TEXTILES www.truetextiles.com	33	113
VALLEY FORGE FABRICS www.valleyforge.com	60, 61	131

PRODUCTS



CIRCLE NO. 150



CIRCLE NO. 151





CIRCLE NO. 152

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Movin' on up

MAJOR U.S. MARKETS REPORT GROWING PIPELINES

Analysis by Lodging Econometrics:

Construction pipelines in major markets are growing. Significantly, seven hotels with more than 1,000 rooms each were included in the pipeline in the first quarter of 2008, four of which were removed from the pipeline in years past and have since been reactivated. Of those seven, three are casino projects, while another is a 3,500-room Marriott in Las Vegas.

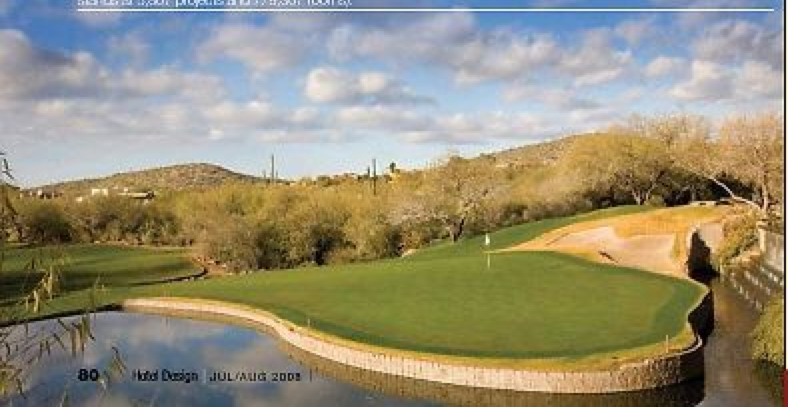
Of the leading markets, seven have more than 100 projects in their construction pipelines, while 10 have more than 10,000 rooms. Six of the markets have total room counts in the pipeline greater than 25 percent of their existing census and bear continued monitoring.

Houston and New York are rapidly climbing the list. Although somewhat offset by other project cancellations and new openings, they respectively reported a whopping 61 and 57 new projects over the last two quarters.

Construction pipeline as a percentage of census*

	Hotels	Guestrooms	% of Census
Phoenix	**122**	**18,583**	**32.6**
Las Vegas	72	50,283	30.3
San Antonio	77	10,447	30.0
New York	146	23,936	29.3
Washington	152	25,883	26.7
Houston	140	16,273	26.7

*Source: Lodging Econometrics, First Quarter '08 Report (Total construction pipeline at 1Q '08 stands at 5,807 projects and 779,307 rooms).



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A new day dawns for Trio restaurant at the Four Seasons Hotel in Austin, Texas. A tired space was transformed into a warm, contemporary and inviting dining venue.

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